

Subject: Re: Resident Database

Date: Wednesday, October 7, 2015 9:53:09 AM Pacific Daylight Time

From: Laura Hill

To: Jessica Lall

Tuesday or Wednesday after 2P or Friday before noon are still open!

Best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
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From: Jessica Lall <Jessica@Southpark.La>

Date: Wednesday, October 7, 2015 9:44 AM

To: Laura Hill <laura@southpark.la>

Subject: FW: Resident Database

FYI – I know next week is busy for you. Send me some 30min slots that work and we can either have a call or have her stop by.

Jessica Lall
South Park BID
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o. 213 663 1112
c. 213 820 0837

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From: Michelle Heilpern [<mailto:mmheilpern@gmail.com>]

Sent: Wednesday, October 07, 2015 8:13 AM

To: Jessica Lall

Subject: Re: Resident Database

Hi Jessica, I just wrapped up the tail end of the Jewish holidays (glad that's over), and am back home and ready to get working on the BID's community outreach efforts. I really enjoyed meeting Laura and so glad that she is on board. She's knowledgeable and dynamic, and I'm sure will be a huge asset to the BID. I fully agree that this is one of the most important things that the BID can be doing now, and I'm happy to provide whatever support you need.

As I mentioned, I had what I considered to be a very productive meeting with Jerry at EVO. I'll set a time to meet with him in the next day or two update him on the BID's new outreach efforts and to discuss how we might proceed to access the more detailed information we need to have a meaningful data base. He is a real proponent of community development, and I know that he'll be excited about the fact that the BID is moving in this direction. I think that the key is getting him involved, and I'm sure that he can be very helpful in both strategizing how to move forward and

perhaps active as a volunteer on the project.

I do have some thoughts on the November 4 get together, I know that you are probably swamped now that you're back from your trip, but if you, Laura and I could get together for half an hour I think in person is better than email. I'm playing catch up myself this week, but am available all next week or the next at your convenience (I'll be away on Monday the 19th celebrating Kye's birthday). I'm flexible on times, I can pop over whenever it's convenient for you guys.

I'm sure that your trip to India was incredible, can't wait to hear all about it!

Welcome back,
Michelle

On Tue, Oct 6, 2015 at 1:06 PM, Jessica Lall <jessica@southpark.la> wrote:
Hi Michelle –

I hope all is well!

I'm back in town and Laura and I had a chance to discuss the mtg you had with her and document that you generously took the time to put together.

What we thought is a best first step in getting this resident program off and going is building our resident database. Currently, we have a 4,000 person contact database, but within it there is no breakdown of who people are (resident, business owner, etc.). Given your role on the Board and fact that you live in one of our largest residential buildings, we were hoping you could help us start to build the resident database by collecting contact info from people for only BID purposes. I'm not sure what the best way to approach this is – through the building managers, HOA', etc. – but I think having someone from the “inside” would be tremendously helpful as it's been somewhat hard to break through. Ideally, it would be for all residential buildings here in South Park – and maybe if that's too much of a tall order for just you (and obviously supported by the BID), you could enlist the help of Jim, Rich and Robin (all residents). What I'm thinking is in addition to contact info, we could ideally get basic demographic info, and ask people to identify if they would like to be added to our meeting notifications, issues of importance (vending, homelessness, panhandling, min wage, biz tax, street closures) and that way when we have a hearing at City Hall, we have a targeted list of people we know care.

The BID could support this effort in any way, and our HOA event is probably a good launching point for it. I do think having a resident as the “face” helps our efforts.

Let me know your thoughts. And, again, I appreciate the effort as this is one of our most important areas of focus.

Best,

Jessica Lall
Executive Director



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Celebrating 10 Years

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